

## Appendix A

### TEXT TEMPLATE

```
<!suspend_auto_output>
5 <!load_module path=/s/ehhtml/tags.so>
  <!load_module path=/s/ehhtml/basic.so>
  <!load_module path=/s/ehhtml/control.so>
  <!load_module path=/s/ehhtml/function.so>
  <!load_module path=/s/ehhtml/web.so>
10 <!load_module path=/s/ehhtml/dbmysql.so>
  <!load_module path=/s/ehhtml/bdogmisc.so>
  <!load_module path=/s/ehhtml/sem.so>
  <!load_module path=/s/ehhtml/date.so>
  <!sem_op key=qmdb op=-1>
15 <!if cond=<!not_equal left=<!dbopen name=bargains host=192.168.0.100>
    right=>><!template_defer><!if>
  <!resume_auto_output>From: BargainDog <comments@bargaindog.com>
  To: <!var name=template_key>
  Subject: Bargains from BargainDog!
20 <!suspend_auto_output>

<!-- Basic User Info -->
<!dbselect query='select id, first_name, len,
25 DATE_FORMAT(DATE_SUB('\<!var name=day>', INTERVAL <!var
name=interval>
DAY), '\%Y%m%d\'),
DATE_FORMAT('\<!var name=day>', '\%M %d, %Y\')
from users where email =
30 <!dbliteral value=<!var name=template_key>>'>
<!var name=uid value=<!dbfield num=1>>
<!var name=first_name value=<!dbfield num=2>>
<!var name=len value=<!dbfield num=3>>
<!var name=startday value=<!dbfield num=4>>
35 <!var name=nice_date value=<!dbfield num=5>>
<!/dbselect>

<!-- The Query -->
40 <!var name=qry value='select bargain_cat.id,
    substring(min(concat((bargains.cat_id <> bargain_cat.cat),
    bargain_cat.cat)), 2),
    min((bargains.cat_id <> bargain_cat.cat)) as pri,
45 count(*) as cnt, bargain_cat.quality

    from bargain_cat straight_join bargain_cat straight_join user_cat
    where
    bargain_cat.id = bargain_cat.id
50 and bargain_cat.cat = user_cat.cat
    and user_cat.id = <!var name=uid>
    and bargain_cat.start_date >= <!var name=startday>
    and bargain_cat.start_date < <!var name=day>
    and bargain_cat.cat_id > 0

55 and ((bargain_cat.bits1 = 0) or
    (user_cat.bits1 & bargain_cat.bits1))
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        and ((bargain_cat.bits2 = 0) or
            (user_cat.bits2 & bargain_cat.bits2))
        and ((bargain_cat.bits3 = 0) or
            (user_cat.bits3 & bargain_cat.bits3))
5
        group by bargain_cat.id
        order by bargains.quality DESC, cnt DESC, bargains.id DESC'>

<!resume_auto_output><!if_else
10 cond=<!equal left=<!var name=first_name>
right="">>>Your</else><!possess_word word=<!var name=first_name>></if_else>
BargainDog Newsletter - <!var name=nice_date>

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15   Top Bargains
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<!suspend_auto_output>

20 <!var name=list value="">
<!var name=c value=0>

<!dbselect var=r query='<!var name=qry> limit <!var name=len>'>

25 <!if_else cond=<!less left=<!var name=c> right=3>>

<!var name=c value=<!plus <!var name=c> 1>>
<!dbselect query='select bargains.name, short_txt, merchants.name,
                    IF(strike<>'0.00',
30                        concat('\(Originally $', strike, '\)'),
                        '\'),
                    IF(price<>'0.00', concat('\$', price), '\Free!'),
                    bargains.id
                    from bargains, merchants where
35                        bargains.id = <!dbfield num=1>
                        and bargains.mer_id = merchants.id'
><!resume_auto_output><!dbfield num=1> - <!dbfield num=5> <!dbfield num=4>
<!dbfield num=2>
Merchant: <!dbfield num=3>
40 http://www.bargaindog.com/prod/?id=<!dbfield num=6>&uid=<!var name=uid>

<!suspend_auto_output></dbselect>

</else>

45 <!dbselect query='select bargains.name, short_txt, merchants.name,
                    IF(strike<>'0.00',
                        concat('\(Originally $', strike, '\)'),
                        '\'),
50                    IF(price<>'0.00', concat('\$', price), '\Free!'),
                    bargains.id, <!dbfield num=2>
                    from bargains, merchants where
                        bargains.id = <!dbfield num=1>
                        and bargains.mer_id = merchants.id'>

55 <!if cond=<!equal left=" right=<!var name=cat<!dbfield num=7>>>>

<!dbselect query='select name_full, id from categories where
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5      <!--var name=cat<!--dbfield num=2> value='
      <!--html_decode string='<!--dbfield num=1>'>
      <!--
      <!--var name=list value='<!--var name=list><!--var name=cat<!--dbfield num=2>>>'>
      <!--dbselect>
      <!--if>
      <!--var name=cat<!--dbfield num=7> value='<!--var name=cat<!--dbfield num=7>>
      <!--dbfield num=1> - <!--dbfield num=5> <!--dbfield num=4>
      <!--dbfield num=2>
      Merchant: <!--dbfield num=3>
      http://www.bargaindog.com/prod/?id=<!--dbfield num=6>&uid=<!--var name=uid>
      <!--
      <!--dbselect>
      <!--if_else>
      <!--dbselect>
      <!--if cond=<!--equal left=<!--var name=r> right=0>><!--template_fail><!--if>
      <!--resume_auto_output><!--dbselect query='select id, copy from
      newsads where run_date = <!--var name=day> and format = 0'
      >
      <!--
      ADVERTISEMENT:
      <!--var name=ad value=<!--dbfield num=2>><!--call name=ad>
      <!--dbselect><!--sem_op key=qmdb op=1><!--dbclose><!--if cond=<!--greater left=<!--var
      name=r> right=3>>
      More Bargains From BargainDog:
      <!--call name=list><!--if>
      <!--
      Subscription Information
      <!--
      You are subscribed to this newsletter as "<!--var name=template_key>".
      To change your preferences, customize your category selections,
      or unsubscribe from the newsletter, please go to
      http://www.bargaindog.com/members/
      <!--
      Disclaimer
      <!--
      This e-mail is meant for informational purposes only, and is not a guarantee
      that the products listed may be purchased at the above prices. Bargain
      Dog, its affiliated and non-affiliated merchants make no promises or
      guarantees about the price, quality or availability of products it lists in

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<http://www.bargaindog.com/static/terms.ehtml>

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